

Bread Freshness of 24 Leading Sandwich Chains Compared

Researched and compiled by UnhappyFranchisee.Com - September, 2020

Sandwich Chain Bread

FRESH

Baked Fresh on-site (15)

Subway
Panera Bread
Jimmy John's
Jersey Mike's
Schlotzsky's
Blimpie
Cousin's Subs
Port of Subs
Goodcents Subs
Erbert & Gerbert's
Lenny's Sub Shop

Mr. Sub
Mr. Pickles
Planet Sub
Milio's

Delivered Fresh (6)

Arby's
Firehouse Subs
Jason's Deli
Togo's Sandwiches
Capriotti's
Primohogies

FROZEN



Source:
UnhappyFranchisee.com
video documentary
"Which Sandwich Chains
Serve Fresh Bread?"

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In September, 2020, UnhappyFranchisee.Com researched 24 top regional and national sandwich chains to determine how they procure their bread. We contacted individual companies and analyzed their public documents and marketing materials. Where possible, we procured video evidence of their bread preparation methods.

Out of 24 chains, we determined:

17 chains bake their bread fresh on-site. Of those, 15 proof & bake from frozen dough, while 2 (Schlotzskys, Planet Sub) mix fresh dough from scratch.

6 chains have fresh bread delivered. 6 chains have fresh bread delivered daily or almost-daily from 3rd party bakeries.

1 chain serves bread that was fully baked, frozen, delivered & thawed Only 51-unit Deli Delicious, based in Fresno, CA, serves previously frozen bread.

See the video at <https://www.unhappyfranchisee.com/sandwich-chains-fresh-bread/>

For more information visit UnhappyFranchisee.Com

Deli Delicious Deceptive Advertising – Image Gallery



Deli Delicious

June 11 · 🌐

Fresh bread baked to perfection #delicious

4:43 PM

9/20/2020



Deli Delicious aggressively advertises that its bread is fresh. Frozen is not fresh.

(Image source: Facebook. Posted by Deli Delicious June 11, 2020)

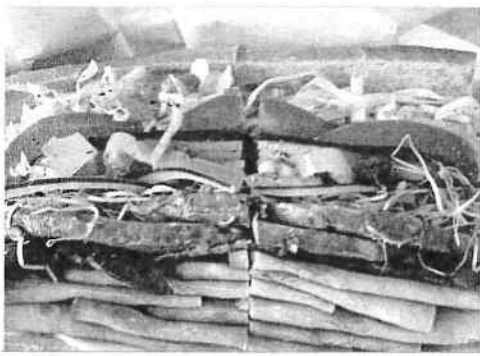
Bake-and-Switch. Deli Delicious stores display oversized photographs shot with the fresh bread that Deli Delicious franchisees were once required to buy. Since 2018, Franchisees are forbidden from serving customers the fresh bread still advertised, and instead serve frozen and thawed bread from Habob & Nekumanesh's fledgling bakery.



Bake-And-Switch: Wall Posters Show Fresh Basque Bread but Only Frozen Bread is Served
(Source: Deli Delicious Facebook page)

Deli Delicious Tower District
<https://www.facebook.com/delidelicioustowerdistrict>

Deli Delicious Tower District
 May 21, 2019 ·
 #ham #bacon #sprouts #avocado #swiss Real sandwiches for real appetites! Always #fresh always #fast always #delicious



#fresh always

Deceptive Freshness Claim (Facebook)

Like other franchises, the Tower District Deli Delicious advertises on Facebook that its sandwiches are fresh. However, the sandwich advertised here contains previously frozen bread, and likely cured meats that are preserved, not fresh.

Deli Delicious Tower District
 March 23, 2019 ·

We got the #veggies AND we got the #tuna !! Also don't forget to ask about our #vegan options!! Our #blackbeanpatty is #offthehook #yummy ! #delidelicioustowerdistrict #openlate

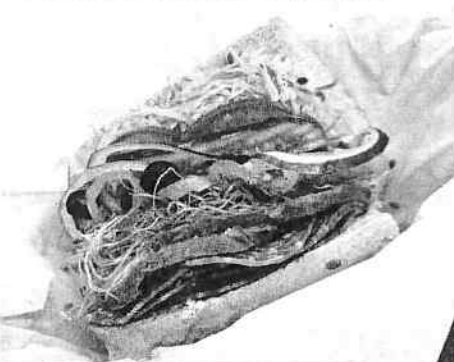


are not found

Bake-and-Switch: One of many photos still in use showing fresh bread

Deli Delicious has been promoting its Veggie Sandwich and Tuna Sandwich with this same photograph since 2016 or earlier when sandwiches were made with fresh Basque bread. Customers are sold with fresh bread, but served frozen bread.

Deli Delicious Tower District
 June 23, 2018 ·
 Happy Monday! Wishing everyone an awesome week! Stop by for a sandwich to make it better! #delidelicioustowerdistrict #towerdistrict #delidelicious #salami #avocado #yum #foodie #fresh #delid



Deceptive Advertising: Sandwich of previously frozen bread and cured meats promoted as "fresh"

"The word 'fresh' may not be used to describe: 1. Any cured product, e.g., corned beef, smoked cured turkey, or prosciutto."

USDA Food Standards & Policy Labeling Book

Call Now Like Message

Deli Delicious Tower District
 April 10 ·
 Friday April 10, 2019 at 2:07 pm About Love on Local! #towerdistrict #delidelicious



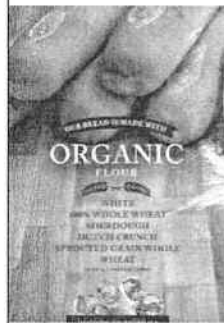
"ALWAYS FRESH"

Franchisees Are Accomplices in Deception

Franchisees are made unwitting accomplices in DDFI's deceptive marketing scheme, as false claims appear on their Facebook feed or are provided to them by DDFI.



Deceptive "Organic Bread" claim
 DD's bakery bread is not organic.
 DDFI deceives customers by manipulating type fonts and sizes so that the word "organic" and the word or image "bread" stand out.

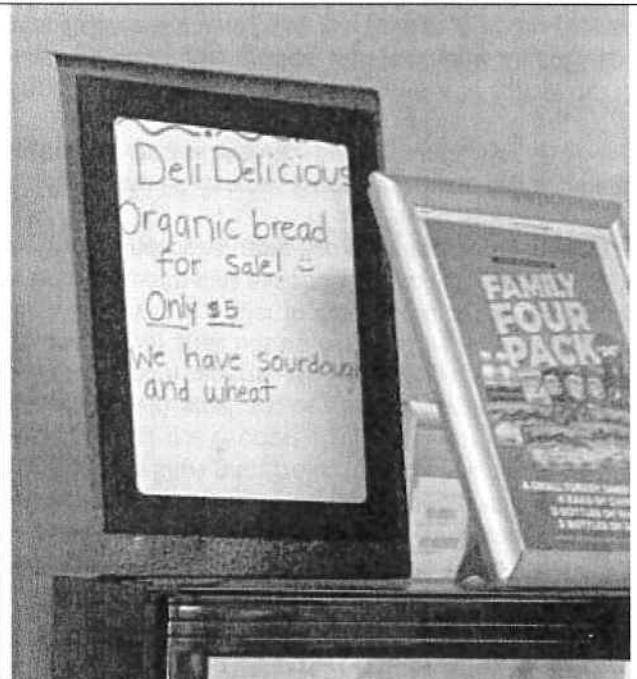



It is "illegal to co-mingle or misrepresent the organic status of anything sold in a grocery store or as an ingredient used in food preparation at restaurants."

- the Organic Watchdog
 Cornucopia Institute




False Organic Claim
 DD's Bakery bread is not organic.
 However, Deli Delicious stores have begun to sell their previously frozen, non-organic bread by the loaf with the false claim of "organic."



	<p><u>Deceptive Public Relations Claims</u></p> <p>"We only use these fine, fresh ingredients with our food."</p> <p><i>Nate Gilbert, DDFI Spokesperson, 1/31/20 KSEE</i></p> <p>https://www.youtube.com/watch?v=mV-FDQzVP9g</p>
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 <p>Despite no franchise registration nor (most likely) current FDD, Deli Delicious' franchise sales page is active.</p>	 <p>Deli Delicious dedicated franchise sales web site is active at DeliDeliciousFranchising.Com</p>

<p><u>Public Relations Deception: That DD's Bakery Bread Serves Fresh Bread (Frozen isn't Fresh)</u></p> 	
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"The SBA will recognize Hobab on May 2 at 10:30 a.m. at 4383 N. Knoll when Deli Delicious holds a ribbon cutting for DD's Bakery, a new business under Deli Delicious that will provide fresh bread for their locations."

SBA.gov <https://www.sba.gov/content/deli-delicious-wins-2018-sba-small-business-person-year>

"...a new business from Deli Delicious that will provide fresh bread to its 53 stores in California."

The Business Journal, May 2, 2018

<https://thebusinessjournal.com/deli-delicious-cuts-ribbon-on-new-bakery-creates-dozen-new-jobs/>

"Ingredients like pastrami, salami, pepperoni, and cheese are then piled onto a loaf of fresh bread."

"Deli Delicious builds new bakery in Fresno as franchise expands"

<https://abc30.com/deli-delicious-fresno-tower-district-franchise/3411322/>



**Deli Delicious Franchisee Alex Petroysian,
Tower District, Fresno, CA 6/27/19**

This franchisee has never sold a sandwich with fresh bread:

"If you're looking for something that's FRESH, fast and tastes good, this is the place to go..."

"The FRESHNESS, the taste, the quality and the ingredients..."

<https://www.youtube.com/watch?v=OrYL-22d8M8>

DDFI "Bake & Switch" Advertising



2017 and earlier: DDFI required fresh-baked bread from Basque Bakery to be served in all Deli Delicious locations. Photo shows fresh baked bread from Basque Bakery.



April, 2018 - February 2019
DDFI introduces DD's Bakery frozen bread & pressures stores to stop serving fresh baked bread & start serving BB's frozen bread. Most stores stop serving fresh bread.

February, 2019 to present
DDFI requires all locations to cease serving fresh bread baked by Basque Bakery & serve only BB's frozen bread. A handful of franchisees continue to serve fresh bread.

DDFI marketing continues to use pictures of fresh bread on its website, social media pages, advertising and posters despite not allowing franchisees to serve fresh bread.

Learn more at UnhappyFranchisee.Com

Researched & Compiled by UnhappyFranchisee.Com

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